

**CLAIMS**

1. A display apparatus for sequentially displacing sheets to a display position, comprising:
  - a drive for displacing sheets to a display position;
  - an actuator for actuating the drive; and
  - at least one connector for connecting a sheet to the drive such that the sheet is displaceable to the display position, the connector having a longitudinal member connected to the drive for supporting an edge portion of the sheet, and an abutment portion securable against the longitudinal member for retaining the edge portion of the sheet therebetween.
2. The display apparatus according to claim 1, further comprising one other connector at an opposite edge portion of the sheet for connecting the opposite edge portion of the sheet to the drive.
3. The display apparatus according to claim 1, further comprising a resilient spacer between the abutment portion and the longitudinal member for retaining the edge portion of the sheet between the abutment portion and the resilient spacer.
4. The display apparatus according to claim 1, wherein the edge portion of the sheet has a pleat received against an edge of the longitudinal member such that the sheet lies on opposed surfaces of the longitudinal member, with the abutment portion abutting both the opposed surfaces.
5. The display apparatus according to claim 1, wherein the drive displaces the sheets in a continuous sequence.

6. The display apparatus according to claim 1,  
wherein the actuator has a sensor/controller for  
detecting the sheets reaching the display position and  
for maintaining the sheets in the display position for  
5 predetermined amounts of time.

7. The display apparatus according to claim 1,  
wherein the sheet is a support sheet adapted to support  
an advertisement sheet.

8. A display apparatus for sequentially  
10 displacing sheets to a display position, comprising:  
a drive for displacing sheets in a circuit to  
a display position;  
an actuator for actuating the drive; and  
at least one connector device for connecting  
15 opposed ends of a sheet along the drive, the connector  
device having (i) a first connector securing a first  
edge portion of a sheet to the drive, and (ii) a second  
connector device having a longitudinal member secured to  
a second edge portion of the sheet and connected to the  
20 drive so as to be restrictively displaceable along the  
drive, an abutment portion securable against the  
longitudinal member for retaining the edge portion of  
the sheet therebetween, and a tensioner connecting the  
longitudinal member to the drive to maintain the sheet  
25 in a taut condition with a predetermined tension.

9. The display apparatus according to claim 8,  
wherein the first connector has a respective  
longitudinal member connected to the drive for  
supporting the first edge portion of the sheet, and a  
30 respective abutment portion securable against the  
respective longitudinal member for retaining the edge  
portion of the sheet therebetween.

10. The display apparatus according to claim 8, further comprising a resilient spacer between the abutment portion and the longitudinal member for retaining the second edge portion of the sheet between 5 the abutment portion and the resilient spacer.

11. The display apparatus according to claim 8, wherein the edge portion of the sheet has a pleat received against an edge of the longitudinal member such that the sheet lies on opposed surfaces of the 10 longitudinal member, with the abutment portion abutting both the opposed surfaces.

12. The display apparatus according to claim 8, wherein the drive displaces the sheets in a continuous sequence.

15 13. The display apparatus according to claim 8, wherein the actuator has a sensor/controller for detecting the sheets sequentially reaching the display position and for maintaining the sheets in the display position for predetermined amounts of time.

20 14. The display apparatus according to claim 8, wherein the sheet is a support sheet adapted to support an advertisement sheet.

15. The display apparatus according to claim 8, wherein the second connector is pivotally mounted to the 25 drive.

16. The display apparatus according to claim 8, wherein the drive has a pair of belts spaced parallel from one another and each supported by a pair of pulleys.

17. A connector for connecting a sheet to a drive of a display apparatus for sequentially displacing sheets to a display position, comprising:

5 a longitudinal member for supporting an edge portion of the sheet;

connector ends for connecting the longitudinal member to the drive; and

10 an abutment portion securable against the longitudinal member for retaining the edge portion of  
the sheet therebetween.

18. The connector according to claim 17, further comprising a resilient spacer between the abutment portion and the longitudinal member for retaining the edge portion of the sheet between the abutment portion  
15 and the resilient spacer.

19. The connector according to claim 17, wherein the edge portion of the sheet has a pleat received against an edge of the longitudinal member such that the sheet lies on opposed surfaces of the longitudinal member, with the abutment portion abutting both the  
20 opposed surfaces.